

THE RIGHT SMOKER AT THE RIGHT PRICE AND THE
RIGHT TIME.

There's a new and unique opportunity to appeal to the people who make up 75% of the cigarette industry volume — the non-promotional smokers. The name that folks choose after brand of cigarette is no longer relevant only to smokers. These smokers are also found in magazine advertising and product displays. Advertisers have a good product image and price — well, what's there? There is all about. So a new dimension that cigarette packaged in a box that has a unique look and "wonder" designed to appeal to non-smokers. Imperial media and promotional campaign will deliver messages about Dave's quality and unique image, more price messaging.

"I love the smell
of tobacco in the
morning."

DAVE'S A PRETTY POPULAR GUY.

Dave's appeals to smokers smokers who purchase by the pack.

This guy got fed up with the way
people were doing it, so he
decided to make his own.
Makin' one kick of the American
Attitude! I can do it better.
He decided he was going to
do it better. I respect that.

Dave Guarantees
"If you don't like
'em, we'll eat 'em."

Dave is included in the calculation of your P&G volume. P&G have
1995 and above of category volume guaranteed, indicating your
Wholesale Masters Payment.

Different Volume Added Premiums
Promotions which eliminate the need for price supports
Buy One Get One Free, Buy Two Get One Free, and more.
Dave will be promoted in a unique and distinctive way through
product exhibitions and promotional activities.

During Dave's introduction, Wholesale Masters participants who
accept the products will now be directly compensated by Dave's volume in
the calculation of their P&G Premium Clearance rate.

